

WHAT IS CLAIMED IS:

1 1. A method for eliciting a response from a respondent, comprising:  
2 receiving an indication that a transaction has been completed; and  
3 transmitting, in response to the indication, an electronic mail message to a  
4 respondent, the message including one or more questions concerning the transaction.

1 2. A method according to Claim 1, wherein the transaction comprises a help  
2 desk transaction.

1 3. A method according to Claim 2, wherein the indication comprises an  
2 indication that a help desk ticket submitted by the respondent has been closed.

1 4. A method according to Claim 1, further comprising:  
2 determining whether or not to transmit the one or more questions based on a  
3 specified percentage of completed transactions for which questions are to be  
4 transmitted.

1 5. A method according to Claim 4, further comprising:  
2 determining whether or not the one or more questions have been previously  
3 transmitted to the respondent,  
4 wherein the transmitting step is performed only if the one or more questions  
5 have not been previously transmitted to the respondent.

1 6. A method according to Claim 1, further comprising:  
2 determining whether or not the one or more questions have been previously  
3 transmitted to the respondent,  
4 wherein the transmitting step is performed only if the one or more questions  
5 have not been previously transmitted to the respondent.

1 7. A method according to Claim 1, further comprising:

2 determining whether or not any questions have been previously transmitted to  
3 the respondent,  
4 wherein the transmitting step is performed only if no questions have been  
5 previously transmitted to the respondent.

1 8. A method according to Claim 1, further comprising:  
2 querying a local database to identify completed transactions.

1 9. A method according to Claim 1, wherein the one or more questions are  
2 transmitted according to a predefined transmission schedule.

1 10. A method according to Claim 1, wherein the transmitting step comprises:  
2 receiving a command from a user to transmit the one or more questions.

1 11. A computer-readable medium storing processor-executable process steps  
2 to elicit a response from a respondent, the steps comprising:  
3 a step to receive an indication that a transaction has been completed; and  
4 a step to transmit, in response to the indication, an electronic mail message to  
5 a respondent, the message including one or more questions concerning the  
6 transaction.

1 12. A system for administering surveys, comprising:  
2 a first device for receiving an indication that a transaction has been completed  
3 and for transmitting, in response to the indication, one or more questions concerning  
4 the transaction to a respondent in an electronic mail message; and  
5 a second device for receiving one or more responses to the one or more  
6 questions, for generating a report based on the one or more responses, and for  
7 providing the report to the first device.

1 13. A method for transmitting a survey, comprising:  
2 generating a survey comprising one or more questions;

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3 defining a transaction in response to the completion of which the survey  
4 should be transmitted;  
5 detecting completion of the transaction; and  
6 transmitting an electronic mail message including the survey to a respondent  
7 in response to the detection.

1 14. A method according to Claim 13, further comprising:  
2 receiving one or more responses to the one or more questions.

1 15. A method according to Claim 13, further comprising:  
2 specifying a connection to an electronic mail server.

1 16. A method according to Claim 13, wherein the step of detecting the event  
2 comprises:  
3 defining fields of a database corresponding to the transaction; and  
4 querying the database for information populating the defined fields.

1 17. A computer-readable medium storing processor-executable process steps  
2 to elicit a response from a respondent, the steps comprising:  
3 a step to generate a survey comprising one or more questions;  
4 a step to define a transaction in response to the completion of which the survey  
5 should be transmitted;  
6 a step to detect completion of the transaction; and  
7 a step to transmit the survey to a respondent in an electronic mail message in  
8 response to the detection.

1 18. A method for producing survey results, comprising:  
2 receiving one or more responses to one or more questions transmitted to a  
3 respondent in an electronic mail message in response to detection of a completed  
4 transaction;  
5 generating a report based on the one or more responses; and

transmitting the report.

19. A method according to Claim 18, wherein the one or more questions were transmitted by a first device and wherein the report is transmitted to the first device.

20. A computer-readable medium storing processor-executable process steps to elicit a response from a respondent, the steps comprising:  
a step to receive one or more responses to one or more questions transmitted to a respondent in an electronic mail message in response to detection of a completed transaction;  
a step to generate a report based on the one or more responses; and  
a step to transmit the report.

21. A system for administering surveys, comprising:  
a client device for generating a survey comprising one or more questions, for defining a transaction, for receiving an indication that the transaction has been completed, and for transmitting, in response to the indication, an electronic mail message comprising one or more questions concerning the transaction to a respondent;  
a transaction device for storing data indicating that the transaction has been completed and for transmitting the indication that the transaction has been completed; and  
a server device for receiving one or more responses to the one or more questions, for generating a report based on the one or more responses, and for providing the report to the client device.

22. A system according to Claim 21, wherein the client device queries a database of the transaction device according to a schedule to determine whether the transaction has been completed.

1 23. A system according to Claim 21, wherein the server device receives the  
2 responses and the one or more questions from a respondent device.

1 24. A method for administering a survey, comprising:  
2 receiving indications from a user of one or more fields of a database, the fields  
3 specifying information;  
4 determining that the one or more criteria have been satisfied based on  
5 information specified in the one or more fields; and  
6 transmitting a survey to a respondent based on the determination.

1 25. A method according to Claim 24, further comprising:  
2 receiving an indication of the database from the user; and  
3 querying the database to receive indications of fields comprising the database.

1 26. A method according to Claim 24, further comprising:  
2 generating the survey based on one or more questions received from the user.

1 27. A method according to Claim 24, wherein the determining step comprises:  
2 receiving information specified in one or more of the one or more fields  
3 indicating that the one or more criteria have been satisfied.

1 28. A method according to Claim 24, wherein the one or more criteria  
2 comprise the completion of a transaction.

1 29. A method according to Claim 24, wherein the survey is transmitted via  
2 electronic mail.

1 30. A method according to Claim 29, wherein the survey comprises an  
2 electronic mail message.

1 31. A computer-readable medium storing processor-executable process steps  
2 to administer a survey, the process steps comprising:  
3 a step to receive indications from a user of one or more fields of a database,  
4 the fields specifying information;  
5 a step to determine that the one or more criteria have been satisfied based on  
6 information specified in the one or more fields; and  
7 a step to transmit a survey to a respondent based on the determination.

1 32. A medium according to Claim 31, the process steps further comprising:  
2 a step to receive an indication of the database from the user; and  
3 a step to query the database to receive indications of fields comprising the  
4 database.

1 33. A medium according to Claim 31, the process steps further comprising:  
2 a step to generate the survey based on one or more questions received from the  
3 user.

1 34. A medium according to Claim 31, wherein the step to determine  
2 comprises:  
3 a step to receive information specified in one or more of the one or more fields  
4 indicating that the criteria have been satisfied.

1 35. A medium according to Claim 31, wherein the survey is transmitted via  
2 electronic mail.

1 36. A medium according to Claim 35, wherein the survey comprises an  
2 electronic mail message.

1 37. An apparatus for administering a survey, comprising:  
2 a processor;  
3 a display; and

1 a storage device in communication with the processor and storing instructions  
2 adapted to be executed by the processor to:

- 3 receive indications from a user of one or more fields of a database, the
- 4 fields specifying information;
- 5 determine that the one or more criteria have been satisfied based on
- 6 information specified in the one or more fields; and
- 7 transmit a survey to a respondent based on the determination.

1 38. An apparatus according to Claim 37, the instructions further adapted to be  
2 executed by the processor to:

- 3 receive an indication of the database from the user; and
- 4 query the database to receive indications of fields comprising the database.

1 39. An apparatus according to Claim 37, the instructions further adapted to be  
2 executed by the processor to:

- 3 generate the survey based on one or more questions received from the user.

1 40. An apparatus according to Claim 37, wherein the instructions adapted to  
2 be executed by the processor to determine that a transaction has been completed are  
3 further adapted to be executed by the processor to:

- 4 receive information specified in one or more of the one or more fields
- 5 indicating that the one or more criteria have been satisfied.

1 41. An apparatus according to Claim 37, wherein the survey is transmitted via  
2 electronic mail.

1 42. An apparatus according to Claim 41, wherein the survey comprises an  
2 electronic mail message.